

IN THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application. Insertions are shown by underlining and deletions are shown by either a strike-through or double brackets. Please amend the claims as follows:

1. (Currently Amended) A method for managing ~~a~~ stores implemented on an Internet, the method implemented on a computerized self-service platform and comprising:

storing information concerning products offered for sale through the stores in a product database that provides product information for each of the stores;

storing information concerning a presentation of the stores to customers in an e-commerce storefront for each of the stores;

presenting, on the e-commerce storefront for each of the stores, the information concerning the products that is stored in the product database based on store tags in the e-commerce storefront that reference the product information in the product database, wherein the store tags are used to dynamically retrieve the information;

providing an interface for a first merchant~~user~~ to update the product database and e-commerce storefront for one of the stores and for a second merchant to update the product database and e-commerce storefront for another one of the stores; and

updating the presentation of the store on the e-commerce storefront in real-time after the product database is updated.

2. (Original) The method of claim 1 wherein the self-service platform is accessible by the user through a web URL.

3. (Original) The method of claim 1 wherein the step of storing information concerning a presentation of the store comprises:

storing a web page for a storefront of the store in the e-commerce storefront.

4. (Previously Presented) The method of claim 3 wherein the store tags are dynamic elements in the web page that reference information stored in the product database and dynamically update the e-commerce storefront upon an update to the product database.

5. (Withdrawn) The method of claim 4, the method further comprising resolving the store tag without resolving a query.

6. (Withdrawn) The method of claim 4 further comprising providing at least one template for a web page that includes the store tag.

7. (Withdrawn) The method of claim 4 further comprising providing a wizard to assist the user in using the store tag.

8. (Original) The method of claim 1 wherein the step of storing information concerning products offered for sale comprises:

storing said information in at least one table, each table in the at least one table organized into a plurality of items with at least one item in the plurality of items having at least one option.

9. (Withdrawn) The method of claim 8 wherein inventory can be managed for each option in the at least one option.

10. (Withdrawn) The method of claim 8 wherein each table in the at least one table contains a plurality of records, each record corresponding to one item, and wherein a plurality of options for an item is collectively encoded as a single field within the record for the item.

11. (Withdrawn) The method of claim 8 further comprising displaying items in a plurality of items in a table in the at least one table in tabular format, wherein options within an item can be collapsed and expanded within the display.

12. (Withdrawn) The method of claim 8 wherein the step of assisting a user to manage the product database comprises:

assisting the user to define a new table by providing a form with predefined mandatory fields that must be included in the new table;

providing a form with predefined store fields that optionally can be included in the new table; and

providing a form with predefined shopping fields that optionally can be included in the new table.

13. (Previously Presented) The method of claim 1 wherein the step of providing an interface for a user to update the product database comprises:

assisting the user to define a plurality of groups within the product database, wherein the user can manipulate the product database by manipulating the plurality of groups.

14. (Original) The method of claim 1 wherein the step of storing information concerning products offered for sale through the store in a product database comprises:

storing catalog-related information in a product catalog; and
storing inventory-related information in inventory records.

15. (Withdrawn) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

assisting the user to define a regular price for a product; and
optionally assisting the user to define a sales price for the product.

16. (Withdrawn) The method of claim 15 wherein the step of assisting a user to manage the product database further comprises:

assisting the user to define a plurality of groups within the product database; and
activating all sales prices within a selected group of products in the plurality of groups upon a single action by the user.

17. (Withdrawn) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

assisting the user to define a plurality of groups within the product database; and
applying a user-defined discount to all prices within a selected group of products in the plurality of groups upon a single action by the user.

18. (Withdrawn) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

permitting the user to edit the product database only by submitting predefined forms or by importing data.

19. (Withdrawn) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

before completing a task that will lose data from the product database, warning the user that data will be lost and verifying that the user still desires to complete the task.

20. (Withdrawn) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

uploading data identified by the user;

verifying that the user desires to commit the uploaded data; and

upon verification, committing the uploaded data.

21. (Withdrawn) The method of claim 1 wherein the step of assisting a user to manage the product database comprises:

publishing a catalog based on the information stored in the product database; and

exporting the published catalog.

22. (Withdrawn) The method of claim 21 further comprising:

importing a web page created based on the exported catalog; and

storing the imported page in the e-commerce storefront.

23. (Previously Presented) The method of claim 1 further comprising:

updating products displayed at the store in real-time as the user publishes edits to the product database.

24. (Currently Amended) A system for managing a-store_s implemented on an Internet, comprising:

a product database storing information concerning a plurality of products offered for sale through the stores, wherein each store includes at least a portion of the products for sale;

an e-commerce storefront for each of the stores that includes storing information concerning a presentation of ~~the~~ that store to customers, said information referencing information stored in the product database, wherein each of the stores has an e-commerce storefront;

a store tag hub configured to manage store tags, wherein the store tags dynamically couple the information stored in the product database to at least one of the e-commerce storefronts; and

a product administration module coupled to the product database and accessible by a plurality of users for managing the product database on a self-serve basis, wherein the store tags automatically update the at least one e-commerce storefront upon an update to the product database by one of the users, wherein the e-commerce storefront for each of the stores and the at least a portion of the products for each of the stores is managed by the product administration module.

25. (Original) The system of claim 24 wherein the product administration module is accessible by the user through a web URL.

26. (Original) The system of claim 24 wherein the e-commerce storefront stores a web page for a storefront of the store.

27. (Previously Presented) The system of claim 26 wherein the web page includes the store tags, the store tags referencing product data stored in the product database, wherein the product data stored in the product database is displayed at the e-commerce storefront by the store tags.

28. (Withdrawn) The system of claim 27 wherein the product administration module comprises:

a store tag hub to assist the user in using store tags.

29. (Withdrawn) The system of claim 27 further comprising:

an e-commerce server coupled to the e-commerce storefront for serving web pages to customers, the e-commerce server including a store tag server for resolving store tags included in the web pages.

30. (Withdrawn) The system of claim 24 wherein the product database stores information concerning products offered for sale in a plurality of tables, each table in the plurality of tables organized into items with at least one item having at least one option.

31. (Withdrawn) The system of claim 30 wherein inventory can be managed for each said at least one option.

32. (Withdrawn) The system of claim 30 wherein the product administration module comprises:

- a table management module for managing the plurality of tables; and
- an item management module for managing the items.

33. (Original) The system of claim 24 wherein the product database comprises: a product catalog for storing catalog related information; and inventory records for storing inventory related information.

34. (Original) The system of claim 33 wherein the product administration module comprises:

- an inventory management module for managing the inventory records.

35. (Withdrawn) The system of claim 24 wherein the product administration module comprises:

- a publication module for publishing a catalog based on the information stored in the product database.

36. (Previously Presented) The system of claim 24 wherein the product administration module updates products displayed at the store in real-time as the user publishes edits to the product database.

37. (Currently Amended) A method for managing stores implemented on a communications network, the method implemented on a self service platform and comprising:

providing a first product database for a first store presented to customers in a first e-commerce storefront;

providing a second product database for a second store presented to customers in a second e-commerce storefront;

storing information concerning a plurality of products offered for sale through the first store in the first product database;

storing information concerning a plurality of products offered for sale through the second store in the second product database;

providing an interface for a user in the management of the first and second ~~stores~~product databases, wherein the interface allows the user to update the first e-commerce storefront, the second e-commerce storefront, the first product database, and the second product database~~an update to the first product database results in an automatic update of the first e-commerce storefront and an update to the second product database results in an automatic update of the second e-commerce storefront.~~

38. (Previously Presented) The method of claim 37 wherein the first e-commerce storefront includes references to the information stored in the first product database and the second e-commerce storefront includes references to the information stored in the second product database.

39. (Previously Presented) The method of claim 37 wherein the steps of storing information concerning the plurality of products offered for sale comprises:

storing said information as items, with at least one item having at least one option, wherein inventory can be managed for each option.

40. (Withdrawn) The method of claim 37 wherein the step of assisting a user to manage the product database comprises:

allowing the user to define a plurality of groups within the product database, wherein the user can manipulate the product database by manipulating the plurality of groups.